

SMOKEY BEAR AWARDS

2004 Application Deadline: January 19, 2004

Call for Nominations 2004 Smokey Bear Awards

- The National Association of State Foresters (NASF), the USDA Forest Service, and The Advertising Council sponsor the national Smokey Bear Awards. In addition to recognizing outstanding service with significant program impact in wildland fire prevention, the program increases public recognition and awareness of the need for continuing fire prevention efforts.
- The Smokey Bear Awards are the highest national honor one can receive for outstanding work and significant program impact in wildland fire prevention. This merit award has been bestowed on well deserving groups and individuals annually since 1957.
- The Cooperative Forest Fire Prevention (CFFP) program bestows three levels of awards each year: Golden, Silver, and Bronze. All three award categories are the highest level of recognition possible, the only difference being the geographical sphere of the nominated work. National Smokey Bear Certificates may be awarded to nominated work that has the future potential to receive a Smokey Bear Award.
- Golden Smokey Bear Awards are given to organizations or individuals that have provided sustained outstanding **national service with significant program impact** in wildland fire prevention over a period of at least two years. A maximum of three awards are given annually.
- Silver Smokey Bear Awards are given to organizations or individuals that have provided outstanding **regional (multi-state) service with significant program impact** in wildland fire prevention for a period of at least two years. A maximum of five awards are given annually.
- Bronze Smokey Bear Awards are given to organizations or individuals that have provided outstanding service **with significant impact within the state in** wildland fire prevention for a period of at least two years. A maximum of ten awards will be given annually.
- Smokey Bear Certificates may be awarded to a few select nominations for the Smokey Bear Award to recognize their potential to receive future Smokey Bear Awards.

Eligibility

- Individuals or organizations that have made outstanding contributions **with significant program impact** in wildland fire prevention may be nominated for any of these awards.
- Post humus awards may be given if the work nominated occurred within the last three years or still has significant influence or long term measurable impact in today's CFFP program.

Eligibility

- Wildland fire prevention service includes, but is not limited to: efforts in education; law enforcement and engineering; journalism and media coverage; advertising campaigns; informational programs; training; risk assessment; prescribed fire used for prevention; committee leadership; volunteerism; fund raising; providing support services for fire prevention (i.e. legal services) and individual presentations.
- Activities relating to fire prevention for structures rather than wildland or urban interface, do not qualify for the Smokey Bear Awards. Programs do not have to use Smokey Bear and may be competing educational or outreach efforts. Wildland fire prevention does not include broad natural resources or even fire management.
- Activities must be complete and not in the planning stage.
- Activities must demonstrate success in the geographical area for which it is nominated. Success is defined as influence over the geographical area, not confined to the geographical boundaries for which nominated.
- If the nominee is assigned fire prevention duties in the normal scope of their job, the service should be beyond the normal scope of the nominee's job (see Qualities criteria below).
- Agencies are eligible to receive Smokey Bear Awards (see Qualities criteria below).

Award Standards

- Nominations will be accepted year round, but must be received at the USDA Washington Office by close of business on January 19, 2004. **The committee will not accept late nominations.**
- Nominations will only be kept confidential up until the time of the national announcement letter.
- This award is not intended as a retirement or departure recognition award.
- Individuals and organizations may be nominated for several awards over the course of time, but each nomination must be for succinctly different work. There must be a five-year span between nominations for the same work that has changed its level of influence (i.e., from Bronze to Silver). Nominated work that did not receive an award may be submitted again for future consideration (especially certificate winners).

Award Standards

- Fire prevention programs and service must be geared towards the general public or key targeted audiences and the impact must have measurable contributions to national fire prevention agendas. There must be a clear distinction between individuals or organizations that have provided a wildland fire prevention program and individuals or organizations that include Smokey Bear as a hobby.
- Work nominated cannot be specifically listed in the job description of any state or federal employee.

Award Criteria

These award criteria are used to rate each individual nomination. The nominator should try and address these on the nomination form and/or in the project narrative description. These criteria are also intended to clarify factors that are considered eligibility requirements such as “beyond the scope” of a person’s job. **ONLY address points that most appropriately apply to your nomination. Not all points under each criterion are appropriate for every project.**

Scope:

- Does the project have a multiplier effect?
- Does the project/service tier to national target audiences/themes/messages and goals?
- Were Smokey Bear and other fire prevention tools used appropriately?

Impact:

- What are the long-term outcomes of the project?
 - Did the project receive community or agency recognition?
 - Was there media coverage/involvement with the project?
 - Was there more than one contact with the targeted audience?
 - Did the project incorporate multi-cultural concerns?
 - Were the results of the project/service measured?
 - What objectives were met or exceeded?
 - Did the project/service revitalize fire prevention?
 - Does the project/service have effects beyond the nominee’s own program?
 - Was the project a catalyst for change?
 - Are there benefits to the broad CFFP program?
 - Was there follow-up evaluation or monitoring of the project?
 - How many people did the program reach?
 - Was the project cost appropriate to the benefits received?

Partnerships:

- State whether inter-agency and community cooperation was achieved.
 - Was the project community supported?

Qualities:

- Does the project show creativity and innovation?
- Was the project self-initiated?
- Was the project a catalyst for other activity?
- Does the nominee exhibit leadership?
- Is the project a model of success that can be replicated elsewhere?
- Is the nominee an inspiration to others?
- Does the service/project go beyond normal job expectations?
- What did the project cost?

Application Process

- Nomination information is available on the web year round. Award packages may be prepared at any time. However, they must be sent to the National Symbols Program Analyst, Wanda Hawman, (whawman@fs.fed.us) in the Washington Office by the announced closing date of January 19, 2004.
- Nomination packages will include:
 - A completed nomination form (attached)
 - May include additional information in support of the Award Criteria
 - A 750 words or less summary of the service *and impact of the project* being nominated, including information on beginning and ending dates
 - Silver and Gold nominations must have letters of support representing the area for which the project is nominated (IE from more than one state for Silver)
 - May include supporting documentation such as photos, news articles, project materials, and letters of support, etc.
- Nomination packages will stand on their own merit. Please make sure they are complete to give the best opportunity to your nominee.
- Supervisors must approve all nominations prior to their submission.

Applications Process

- Submit one hard paper copy of the complete nomination package. Original support materials will be returned only on request.
- All state forestry agency employee nominations must have the endorsement of the state forester.

Selection Process

- The national CFFP Committee determines award winners. Voting members include the committee chair (a state forester), three state foresters, one from each NASF region, one USDA Forest Service representative, and one member from the Advertising Council.
- **Awards will be determined by March 15, 2004.**
- The CFFP Committee may, if it deems appropriate, change the level of award for any given nomination.

Recognition

- All award winners will receive an engraved Smokey Bear statue, a specially designed Smokey Bear pin, and a letter of recognition from the national CFFP Committee. For organization awards, one statue will be awarded, however all individuals specifically named in the nomination package will receive a Smokey Bear pin and letter of recognition. More than one statue may be given to small group award recipients, at the discretion of the national CFFP Committee. Certificate winners will each receive a certificate and letter of recognition.
- Golden Smokey Awards will be given in a highly visible national venue each year during National Fire Prevention Month. High-ranking NASF and USDA Forest Service officials will be present to bestow the award.
- Local award ceremonies will honor the award recipients amongst their peers.
Nominating organizations are responsible for local award ceremonies for their nominees. All cooperators, appropriate State Foresters, and USDA Forest Service CFFP Coordinators will be informed prior to ceremonies and may be included in planning for ceremony events. Upon request of the CFFP Committee, USDA Forest Service CFFP Coordinators may be asked to take the lead for award ceremonies.

Award Announcement

- Official announcements and national award ceremony dates will be **determined by the CFFP Committee at the same time as award determinations.**
- USDA Forest Service CFFP Coordinators will be notified within a month of award determination of winners within their area.
- National announcement email messages will be sent each year to all Regional Foresters, Station and Area Directors, State Foresters, Department of Interior Bureau Chiefs, the Advertising Council, all USDA Forest Service CFFP Coordinators, and the congressional delegation from the winners' states. **Nominators will receive hard copy announcement letters.**
- National award winners will be published in **Fire Management Today.**
- Nominators/nominees will not be notified if they do not receive an award or certificate.
- Award winners will be posted on the national Symbols web site each year.
- National displays and other publicity materials may be available for use at regional meetings.
- Local media and publicity events will be planned.